

News Release

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Indiana Business School Stuns Online Education Market

MARION, IN – September 29, 2009 --- Eighty-five percent of U.S. colleges have online programs. Indiana Wesleyan University has just opened enrollment for two new Masters in Business Administration programs that will have students, faculty and college administrators across the country turning green with envy. Now business students have the opportunity to learn while immersed in a 3D virtual reality simulation. Online education will never be the same.

According to Hezel Associates, an education research firm, e-learning revenues are projected to double in the next five years. Paul Richardson, director of Indiana Wesleyan University's extensive graduate business programs says, "Technology can provide convenient, efficient, green and engaging solutions to the growing demand for lifetime education. For two years we have been working behind the scenes with a company that specializes in creating immersive virtual reality animated simulations to enhance education and training. Today we are proudly introducing something called V-Learning."

According to Richardson, V-Learning is comprehensive, vigorous courseware specifically designed to enhance online education taking it to the next level. Through 3D virtual reality technology, a student enters into a real world business simulation in which he or she learns and applies course content while working with products, markets, co-workers, customers and competitors in a real world context.

Richardson went on to say, "This immersive experience reawakens the imagination, draws on the power of the story to engage the students' intellect and emotion. Plus the carefully designed interactivity allows the student to apply what they've learned. While in the business simulation; they learn by doing."

According to John C. Maxwell, "the nation's leadership guru" and author whose books have sold more than 16 million copies, "While tomorrow's leaders will need more knowledge than ever before, it is important that such knowledge be tested through application. Wisdom, instinct and character result when knowledge is refined, forged and tempered in the heat of experience. Never before has there been an opportunity to provide the cognitive and emotional sharpening that can be achieved through this kind of immersive learning experience."

Richardson shares that the secret to IWU's breakthrough is the creativity of Vertical Learning Curve, a technology company whose "next generation" online courseware and motion capture studio were recently featured in media documentaries.

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